



Implementing the “Wave of the Future” Financial Education Program at UCSD

Bryant Cao¹, Karen Nguyen¹, Timothy Nguyen¹

¹Department of Family Medicine and Public Health, University of California San Diego



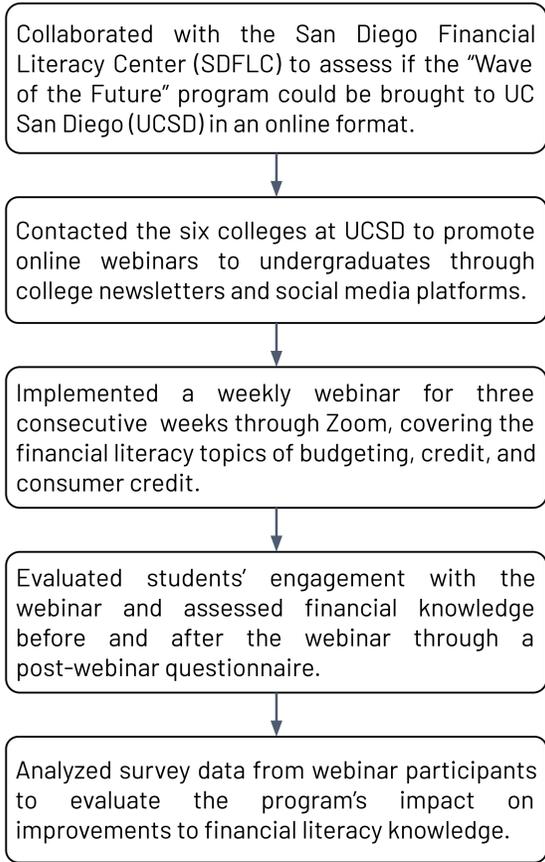
BACKGROUND

- Financial literacy is the knowledge to make complex and effective financial decisions.
- Prior research suggests that 53% of college students can correctly answer questions about personal finance.
- Higher levels of financial literacy are associated with better financial, academic, and health outcomes.
- The “Wave of the Future” program by the San Diego Financial Literacy Center (SDFLC) introduces students to financial literacy education, preparing them for better financial futures.

OBJECTIVE

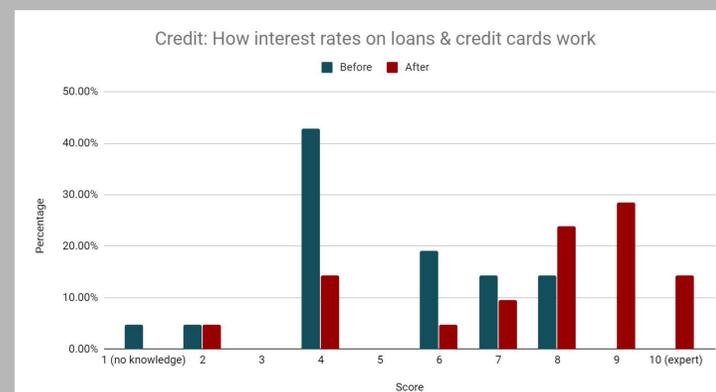
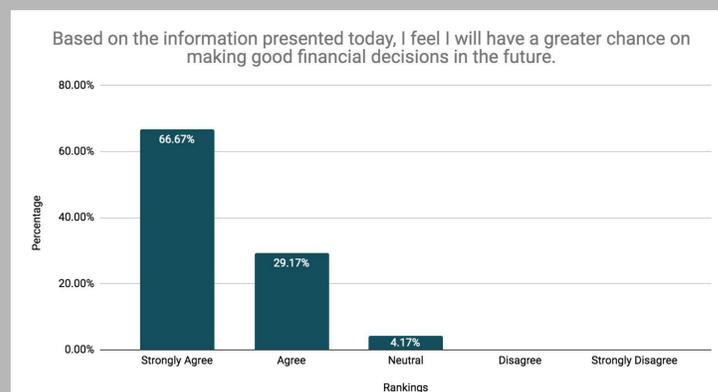
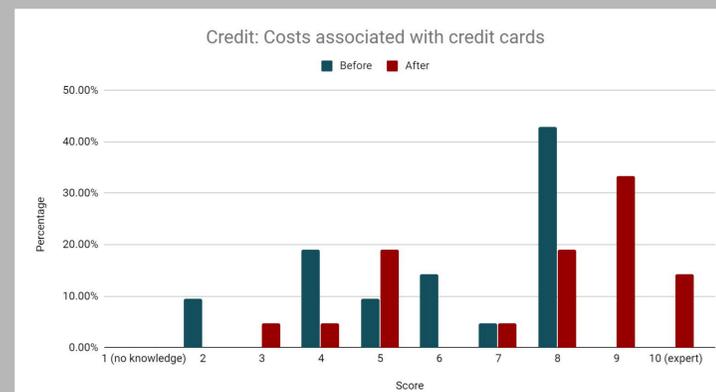
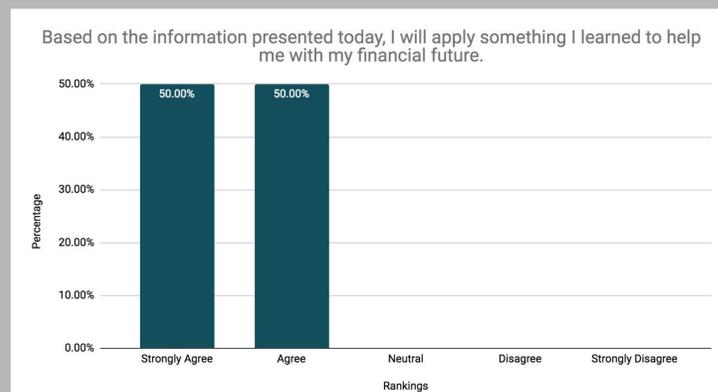
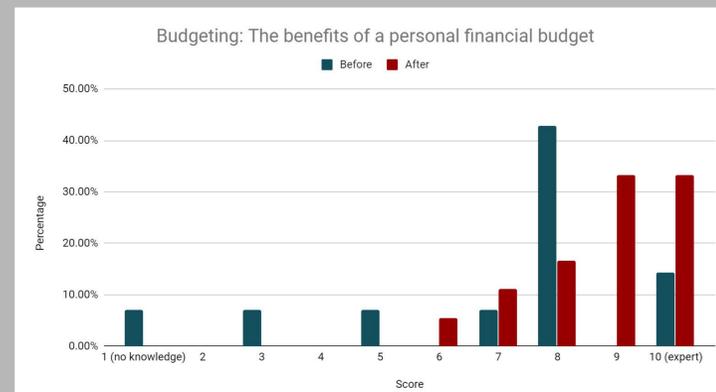
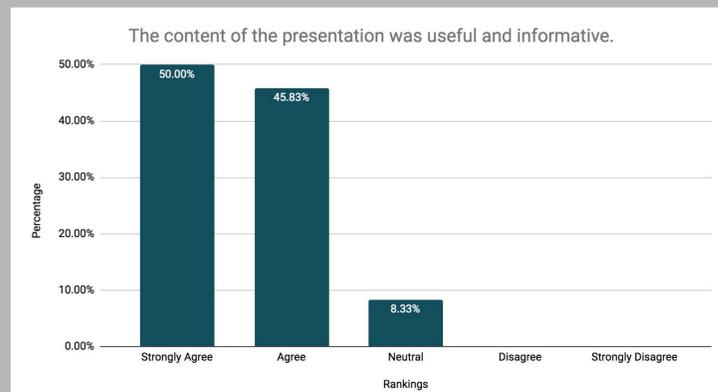
- To introduce a financial education program for undergraduates and assess if its implementation in an online setting can improve financial literacy.

METHODS



We piloted a financial education program for an online structure to deliver financial literacy resources to undergraduates in a digestible, accessible format.

RESULTS



CONCLUSIONS

- 95.8% of students reported an increase in financial knowledge that can positively impact their future financial decisions after the webinar
- From our evaluation, expanding financial literacy resources into online platforms has the potential to increase financial literacy among college students.
- Results can be improved with an increase in survey responses. There was a high non-response rate to the survey relative to the amount of attendees.

POLICY IMPLICATIONS

- Developing a structured financial education program may be an effective approach to disseminating financial literacy resources for college students.
- Investing into the accessibility of financial literacy resources for students may prove to be beneficial in improving financial health outcomes.

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